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To:	FACSIMILE NO.:	TELEPHONE NO.:
MAIL STOP AF Commissioner for Patents P.O. BOX 1450 Alexandria, VA 22313-1450	571-273-8300	

FROM:	Bernard L. Kleinke, Esq.
RE:	Applicants: David R. Miller, et al. Title: HOUSEHOLD LEVEL SEGMENTATION METHOD AND SYSTEM Appl. No.: 09/872,457 Filing Date: June 1, 2001 Examiner: Corrielus, Jean M. Art Unit: 2162
FILE NO.	2174-101
DATE:	January 17, 2006

DESCRIPTION OF DOCUMENT, COMMENT OR SPECIAL INSTRUCTIONS:

NUMBER OF PAGES SENT: 27 (including cover sheet)

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App. No. 09/872,457
Amdt. Dated January 17, 2006
Reply to Office Action of November 17, 2005
Atty. Dkt. No. 2174-101 (formerly 041581-2002)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: David R. Miller, et al.
Title: HOUSEHOLD LEVEL SEGMENTATION
METHOD AND SYSTEM
Appl. No.: 09/872,457
Filing Date: June 1, 2001
Examiner: Corrielus, Jean M.
Art Unit: 2162

CERTIFICATE OF MAILING BY FACSIMILE
Date of Deposit: January 17, 2006

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transmitted on the date indicated above to the MAIL STOP AF
Commissioner for Patents, P.O. BOX 1450 Alexandria, VA 22313-
1450 a telephone No. 571-273-8300.

Bernard L. Kiehlke
(Printed Name)

Bernard L. Kiehlke
(Signature)

REPLY AND AMENDMENT TRANSMITTAL

MAIL STOP AF
Commissioner for Patents
P.O. BOX 1450
Alexandria, VA 22313-1450

Sir:

Transmitted herewith is:

☒ A Reply and Amendment in the above-identified application

☒ The Commissioner is hereby authorized to charge any additional fees which may be required either now or in the future regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to the Deposit Account No. 502635 of DUCKOR SPRADLING METZGER & WYNNE. Should no proper payment be enclosed herewith, as by a check being in the wrong amount, unsigned, post-dated, otherwise improper or informal or even entirely missing, the Commissioner is authorized to charge the unpaid amount to the Deposit Account No. 502635 of DUCKOR SPRADLING METZGER & WYNNE. If any charges or fees must be paid in connection with the foregoing, concurrent or future communication (including, but not limited to, the payment of an extension fee or issue fees), or if any overpayment is to be refunded in connection with the above-identified application, any such charges or fees, or any such overpayment may be respectfully paid out of, or into, the Deposit Account No. 502635 of DUCKOR SPRADLING METZGER & WYNNE. If any such payment also requires a

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petition or extension request, please construe this authorization to pay as the necessary petition or request, which is required to accompany the payment.

Please direct all correspondence to the undersigned attorney or agent at the address indicated below.

Respectfully submitted,

Date: January 17, 2006

By: 

DUCKOR SPRADLING METZGER & WYNNE
A Law Corporation
401 West A Street, Suite 2400
San Diego, California 92101-7915

Bernard L. Kleinke
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<p>CERTIFICATE OF MAILING BY FACSIMILE Date of Deposit: January 17, 2006 I hereby certify that this correspondence is being facsimile transmitted on the date indicated above to the MAIL STOP AF, Commissioner for Patents, P.O. BOX 1450, Alexandria, VA 22313-1450 at telephone No. 571-273-9300.</p> <hr/> <p>Bernard L. Kleinke (Printed Name)</p> <p><i>Bernard L. Kleinke</i> (Signature)</p>

REPLY AND AMENDMENT

MAIL STOP AF
Commissioner for Patents
P.O. BOX 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated November 17, 2005, please amend the above-identified application as follows:

Amendments to the Claims begin on page 2 of this paper.

Remarks/Arguments begin on page 6 of this paper.